

Outerwall CSR

June 2014

Outerwall Inc. Vision

Outerwall's **vision** is to be a **leader** in the Automated Retail industry by delivering **innovative** products and services and delighting consumers, retailers, investors and employees.



Company Snapshot

- Founded as Coinstar in 1991
- Name changed to Outerwall in July 2013 – the company behind Redbox, Coinstar and ecoATM
- \$600.4 million year-to-date consolidated revenue*
- **Employees** (12/31/13): Approximately 2,900 employees, including more than 1,950 field service employees throughout the U.S. and internationally
- **Kiosks and Locations** (3/31/14):
 - Redbox: 44,100 kiosks at 36,400 locations
 - Coinstar & Coinstar Exchange: 21,000 kiosks at 20,300 locations
 - New Ventures: 940 kiosks
- **Geographies:**
 - Redbox: U.S., Canada
 - Coinstar: U.S., Canada, Puerto Rico, Ireland and the U.K.
 - Coinstar Exchange: U.S.
 - ecoATM: U.S.

**as of Mar. 31, 2014*

Outerwall Milestones



- Redbox
 - Approximately 44,100* Redbox kiosks nationwide*
 - Within 5 minute drive of 70% of the U.S. population**
 - July 2013: Redbox reached 3 billion DVD rentals
- Coinstar
 - Approximately 21,000 kiosks*
 - Within 5 miles of 91% of the U.S. population***
 - U.S., Canada, Puerto Rico, Ireland, and the U.K.
- ecoATM
 - Approximately 900* kiosks installed, primarily in the mall channel
 - 2013: Reached 1 million recycled devices
 - 2012: Tech Crunchies Award for Best Clean Tech Startup



*as of Mar. 31, 2014

**Redbox analysis, Dec. 2013

***Coinstar Internal GIS Analysis (Q4 2013)

2013 Report – Our Third

2013 Outerwall
Corporate Social
Responsibility
Report





**1% of
profits
donated**



**22%
reduction**



**20%
down**

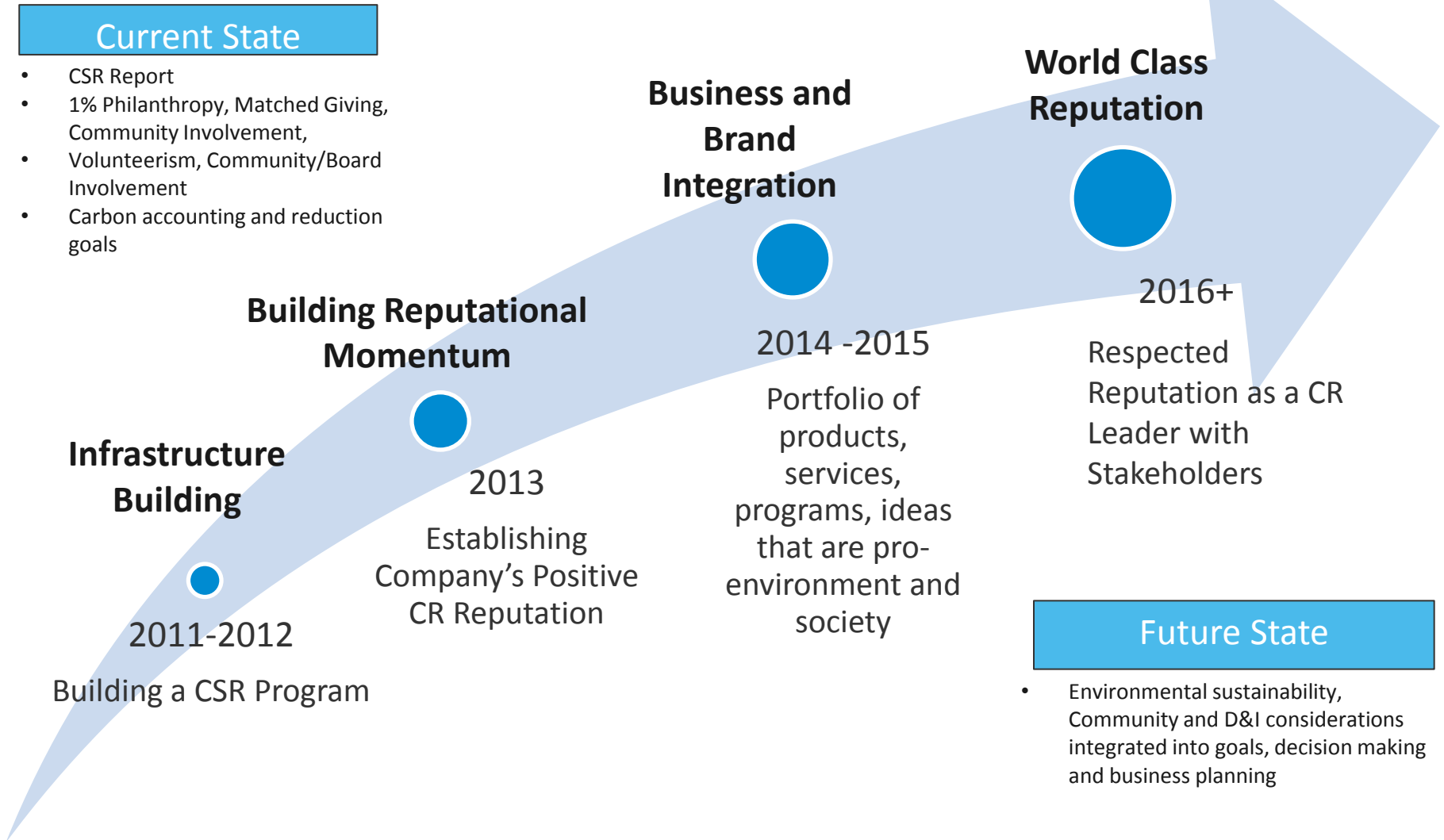


**29%
down**

New kiosk design

Corporate Responsibility Vision

From license to operate to license to lead





coinstar

redbox®

ecoATM™